

# EVENTS CALENDAR

Citizenship Speaker Series

## CRISTINA BICCHIERI

### *Trendsetters and Social Change*

Friday, February 19, 2016, 3:30PM - 5:00PM  
University Hall 347  
230 North Oval Mall Columbus, OH 43210

[Register here for this event](#)

**Cristina Bicchieri** is the S.J.P. Harvie Chair of Social Thought and Comparative Ethics, and professor of philosophy and psychology at the University of Pennsylvania. She is the director of the Behavioral Ethics Lab and the Penn Social Norms Consulting Group.

Bicchieri works on social norms, their measurement and behavioral/field experiments on norm change, cooperation and fairness on social networks. Her most recent work looks at the role of trendsetters in social change, and how network structures facilitate or impair behavioral changes.

She has published more than 100 articles and several books, among which are *The Grammar of Society: the Nature and Dynamics of Social Norms* (Cambridge University Press, 2006) and *Norms in the Wild: How to Diagnose, Measure and Change Social Norms* (Oxford University Press, 2016).

#### Abstract

Trendsetters are the "first movers" in social change. To study the dynamics of change, we need to study the interplay between trendsetters' actions and individual thresholds. It is this interplay that explains why change may or may not occur.



Cristina Bicchieri  
S.J. Patterson Harvie  
Professor of Social Thought  
and Comparative Ethics  
University of Pennsylvania

[Close](#)